



WASHINGTON COUNTY TOURISM PROFILE

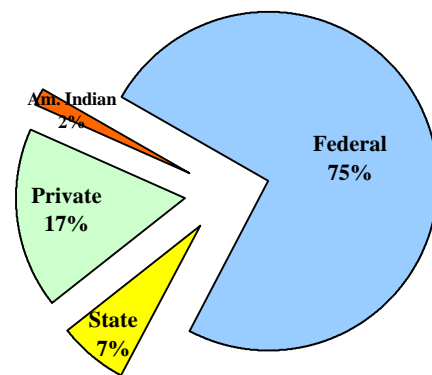
County Indicator	1996	1997	1998	1999	2000	2001(p)	% Change 2000-2001	State Ranking
DEMOGRAPHIC								
Population	78,023	82,078	84,579	88,105	91,104	95,584	4.9%	5
Total Non-Ag Employment	27,901	28,851	30,386	31,914	33,595	35,838	6.7%	6
Non-Ag Avg Monthly Wage	\$1,563	\$1,634	\$1,727	\$1,776	\$1,830	\$1,859	1.6%	24
Per Capita Income	\$16,693	\$17,470	\$17,808	\$18,239	\$18,928	\$19,114	1.0%	14
Unemployment Rate	3.6%	3.3%	3.8%	3.6%	3.2%	3.8%	0.6%	4
SPENDING & EMPLOYMENT								
Spending by Travelers (Millions)	\$202.6	\$218.3	\$223.2	\$230.4	\$233.2	\$229.8	-1.5%	5
Travel & Tourism Related Employment	3,733	4,009	4,131	4,319	4,415	4,571	3.5%	5
TOURISM TAX REVENUES (000s)								
Local Tax Revenues from								
Traveler Spending	\$4,213	\$4,541	\$4,643	\$4,793	\$4,851	\$4,780	-1.5%	5
Gross Taxable Room Rents	\$30,564	\$32,202	\$34,112	\$36,471	\$37,946	\$39,160	3.2%	3
Transient Room Tax	\$916.9	\$966.1	\$1,023.4	\$1,094.1	\$1,138.4	\$1,174.8	3.2%	3
Restaurant Tax	\$658.1	\$698.4	\$784.4	\$824.0	\$881.7	\$925.5	5.0%	6
Car Rental Tax	--	--	\$8.6	\$260.7	\$123.4	-\$58.4	-147.3%	8
Gross Taxable Retail Sales (millions)	\$954.6	\$994.1	\$1,066.9	\$1,159.5	\$1,237.8	\$1,375.2	11.1%	5
REGIONAL VISITATION COUNTS								
I-15 UT/AZ Traffic Count	5,506,025	5,796,200	6,139,300	6,359,030	6,396,625	6,674,025	4.3%	
SR-89 UT/AZ Traffic Count	669,775	635,830	651,525	693,500	943,525	923,450	-2.1%	
St. George Welcome Center	166,677	185,317	167,690	181,002	190,173	191,554	0.7%	
Zion N.P.	2,498,001	2,445,534	2,370,048	2,449,664	2,432,348	2,227,490	-8.4%	
Bryce Canyon N.P.	1,269,600	1,174,824	1,166,331	1,081,521	1,099,275	1,068,619	-2.8%	
Quail Creek S.P.	380,162	357,077	730,901	826,215	849,034	793,326	-6.6%	
Cedar Breaks N.M.	653,760	608,399	578,974	597,460	550,657	690,652	25.4%	
Grand Staircase-Escalante N.M.	519,944	788,611	849,628	1,141,131	572,176	683,286	19.4%	
Snow Canyon S.P.	649,571	646,204	674,498	612,093	502,107	435,210	-13.3%	
Coral Pink Sand Dunes S.P.	182,704	164,544	188,164	164,893	106,601	131,675	23.5%	
Gunlock S.P.	93,397	67,502	71,212	100,172	76,919	85,365	11.0%	
Mountain Meadows S.H.S.	34,156	41,187	19,227	11,071	17,581	27,428	56.0%	

Land Ownership - 1999		
	No. of Acres	% Total
Total Acres in County	1,554,131	100.0%
Federal Government	1,158,477	74.5%
BLM	629,170	40.5%
US Forest Service	345,188	22.2%
National Recreation Areas	--	--
National Parks	132,018	8.5%
National Wildlife Refuge	--	--
USFS & BLM Wilderness Area	52,101	3.4%
Other*	--	--
State Government	103,925	6.7%
Utah State Parks & Recreation	6,297	0.4%
Utah State Wildlife Reserves	--	--
State Trust Lands	97,628	6.3%
American Indian	27,590	1.8%
Private**	264,140	17.0%

*Includes Military and Bankhead Jones land

**May include some local government land

Land Ownership - 1999



Washington County Tourism Profile

